



**A Study the Potential to Promote Sri Lanka as a
Wellness Tourism Destination
(Special Reference with Southern Province)**

This dissertation is submitted as a partial fulfillment of the degree of
Bachelor of Business Management in Hospitality, Tourism, and Events

Management

August 2019

R.A.K.T.Dilmi

UWU/HTE/15/048

Department of Tourism Studies.

ABSTRACT

Tourism is one of dynamic industry which creating significant impact on the global economy. Under the niche market segment, wellness tourism is one of most trending sector. It's also recognized as one of most developed sector of today's growing tourism industry that has increase their activity worldwide. Annually there are very less number (0.48% in 2017) of tourist arrivals can be identify for health purpose. However, Sri Lanka has high potential to promote wellness tourism when compared with the Authentic Ayurveda and valuable resources of the country. Therefore, the objectives of the study was to identify current situation on wellness tourism in Sri Lanka and examine issues and challengers in wellness tourism. In order to achieve this objective, service providers of Sri Lanka Tourism Development Authority approved hotel with Ayurveda facilities in Down South area and tourists visiting those hotels were considered as the population of the study. Primary data collected from 10 respondents by using structured interviews and sample was selected by using purposive sampling method. The Researcher used thematic analysis method to analyze qualitative data. The findings of the study discovered low Quality, utilization of resources, less training and poor social recognition, lack of facilities, fraud, ethics, government support as issues and challengers in wellness tourism. Furthermore, wellness tourism in Sri Lanka can be promote by improve the knowledge of staff, expand Ayurveda treatment with targeting different diseases, initiate promoting activities in different countries, develop skills and enhance the training of staff, promote wellness in the local market, create new programs with engaging wellness activities at the hotels.

Keywords: *Tourism, Wellness Tourism, Tourism Destination*